

A<sup>2</sup>  
concl.

science fiction fan, (3) parent, (4) dog-lover, (5) cat-lover, (6) annual income over \$20,000, (7) annual income over \$30,000, (8) annual income over \$50,000, (9) female age range of 20-35, and (10) male age range of 18-40.

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In The Claims

Applicants amend claims 6 and 7 as follows:

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6. (Amended) The method of claim 5, further comprising:

storing information concerning television channels necessary for determining values for demographic categories and storing information concerning programs necessary for determining values for demographic categories.

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7. (Amended) The method of claim 5, wherein determining user values for demographic categories further comprises providing for each television channel and program having a bearing on at least one demographic category a predetermined value indicative of how closely a viewer of said television channel or said program fits said ~~demographic category~~

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Applicants add new claims 18-36 as follows:

18. (New) A system for targeting advertisements to a user of an interactive television program guide comprising:

a main facility having a database of advertisements for the interactive television program guide, the advertisements being associated with a plurality of demographic categories, wherein each advertisement is assigned preselected values for the demographic categories associated with that advertisement; and

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user television equipment on which the interactive television program guide is implemented, wherein the user television equipment is configured to receive the advertisements and their associated preselected values from the main facility, utilize user input to the interactive television program guide to determine user values for the plurality of demographic categories, store the user values, and compare the preselected values for the demographic categories associated with the advertisements with the stored user values of corresponding demographic categories to determine which advertisements should be displayed in the interactive television program guide.

19. (New) The system of claim 18, wherein the user television equipment comprises a memory on which the ~~user values are stored.~~

Rule  
Per 1.126

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21. (New) The system of claim 18, wherein the user television equipment comprises a remote control with which the user transmits the user input for the interactive television program guide to the user television equipment.

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22. (New) The system of claim 18, wherein the user television equipment comprises a microprocessor for determining the user values from the user input and for comparing the preselected values with the user values.

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23. (New) The system of claim 18, wherein the user television equipment is further configured to use preselected demographic category data associated with each television channel and program having a bearing on at least one of the plurality of demographic categories in determining the user values.

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24. (New) The system of claim 18, wherein each user input that is received by the user television equipment has a corresponding weight value that is used in determining the user values.

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25. (New) The system of claim 18, wherein the user television equipment is further configured to use default values associated with the demographic categories ~~when determining user values.~~

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26. (New) The system of claim 18, wherein each demographic category is associated with a period, wherein the period is a minimum number of user inputs necessary before the user value determined by the user television equipment for that demographic category is deemed to be meaningful and reflective of the user.

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27. (New) The system of claim 18, wherein the user television equipment is further configured to periodically refresh the user values for the demographic categories to a predetermined refresh value.

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28. (New) A method for targeting advertisements to a user of an interactive television program guide comprising:

receiving advertisements for the interactive television program guide with user television equipment on which the interactive television program guide is implemented, the advertisements being associated with a plurality of demographic categories, wherein each advertisement is assigned preselected values for the demographic categories associated with that advertisement;

receiving user input for the interactive television program guide;

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Cont.

determining user values for the plurality of demographic categories using the user input to the interactive television program guide;

storing the user values; and

comparing the preselected values for the demographic categories associated with the advertisements with the stored user values of corresponding demographic categories in selecting the advertisements to be displayed in the interactive television program guide.

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(New)

The method of claim 27, wherein the storing of the user values comprises storing the user values on a memory in the user television equipment.

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(New)

The method of claim 28, further comprising using a remote control to transmit the user input for the interactive television program guide to the user television equipment.

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(New)

The method of claim 29, wherein the determining of the user values comprises using a microprocessor on the user television equipment for determining the user values using the user input and for comparing the preselected values with the user values.

<sup>31</sup>  
~~32~~. (New) The method of claim <sup>27</sup>~~28~~, wherein the determining of the user values comprises using preselected demographic category data associated with each television channel and program having a bearing on at least one of the plurality of demographic categories.

<sup>32</sup>  
~~33~~. (New) The method of claim <sup>27</sup>~~28~~, wherein the determining of the user values comprises using weight values that correspond to the user inputs.

<sup>33</sup>  
~~34~~. (New) The method of claim <sup>27</sup>~~28~~, wherein the determining of the user values comprises using default values associated with the demographic categories.

<sup>34</sup>  
~~35~~. (New) The method of claim <sup>27</sup>~~28~~, wherein the determining of the user values comprises using a period associated with each of the demographic categories, wherein the period is indicative of a minimum number of user inputs necessary before the user value is deemed to be meaningful and reflective of the user.

<sup>35</sup>  
~~36~~. (New) The method of claim <sup>27</sup>~~28~~, further comprising periodically refreshing the user values for the demographic categories to a predetermined refresh value.